Montana WIC

program booklet for retailers

Effective: July 2015

MONTANA DPHHS

Healthy People. Healthy Communities.

Department of Public Health & Human Services

Montana WIC

WIC Program Overview

For over 40 years, the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) has been an integral part of Montana's public health system. Promoting healthy habits early, when they make the most powerful difference in the lifelong health of a child, is what WIC is all about. With each new eligible family WIC reaches, public health grows stronger and more effective in the fight against obesity and other debilitating and life threatening conditions. The Montana WIC Program provides nutrition education, breastfeeding support, supplemental foods and referrals for health services to about 20,000 individuals per month.

WIC services are available to women who are pregnant, breastfeeding or who recently had a baby, infants and children up to the age of five. Participants must meet income eligibility criteria (less than 185 percent of the federal poverty guidelines), must be a resident of Montana and must be determined as having a nutritional need.

WIC participants may receive two types of WIC benefits:

- A standard WIC benefit lists specific foods that may be purchased.
- A Fruit & Vegetable Benefit (FVB) is for the purchase of fruits and vegetables.

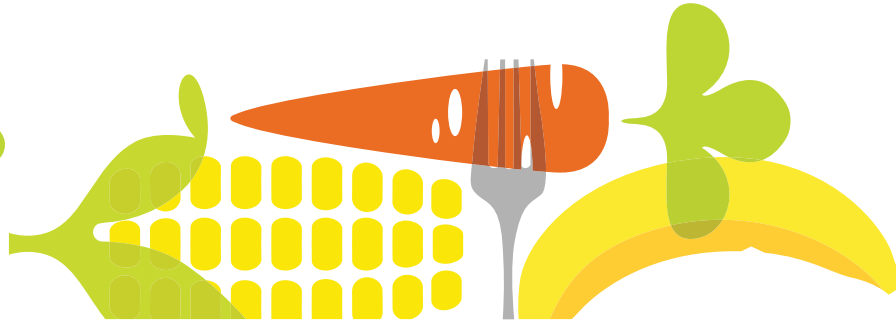
Participants can use their benefits at any Montana WIC authorized retailer.

Role of the WIC Retailer

WIC Retailers play an important role in the health of WIC Participants. WIC benefits include foods designed to supplement the WIC participant's nutritional needs. When the retailer redeems the benefit, they act as the final step in the WIC process and play a vital role in the success of the WIC Program.

WIC appreciates you being a partner with us in providing nutritious food to Montana families!

Montana WIC



Benefit Redemption Guide

MONTANA WIC PROGRAM
PO BOX 202951
HELENA, MT 59620-2951

SPECIAL SUPPLEMENTAL NUTRITION PROGRAM FOR WOMEN, INFANTS & CHILDREN (WIC)

WIC ENCOURAGES BREASTFEEDING

ACCT # 806127 73-1248 / 99

CLINIC ID	WIC ID	PARTICIPANT NAME	FIRST DAY TO USE
25101	00599123	WIC A. PARTICIPANT	7/1/2015

36 OUNCES WIC BREAKFAST CEREAL
1 16-14 OZ WIC WHOLE GRAIN CHOICE
64 OZ PLASTIC BOTTLES(S) OR 16 OZ FROZEN WIC JUICE
GALLON(S) SKIM/NON-FAT OR 1% MILK

3

MONTANA RETAILER STAMP

9

DATE USED

2

LAST DAY TO USE: 7/31/2015

INITIALS | CORRECTION

AMOUNT OF SALE

6

REJECTED BY BANK IF NOT CLEARLY STAMPED

RETAILER/FARMER - DO NOT ACCEPT UNLESS YOU HAVE A MONTANA WIC CONTRACT

7

SIGNATURE OF PARTICIPANT OR AUTHORIZED PROXY

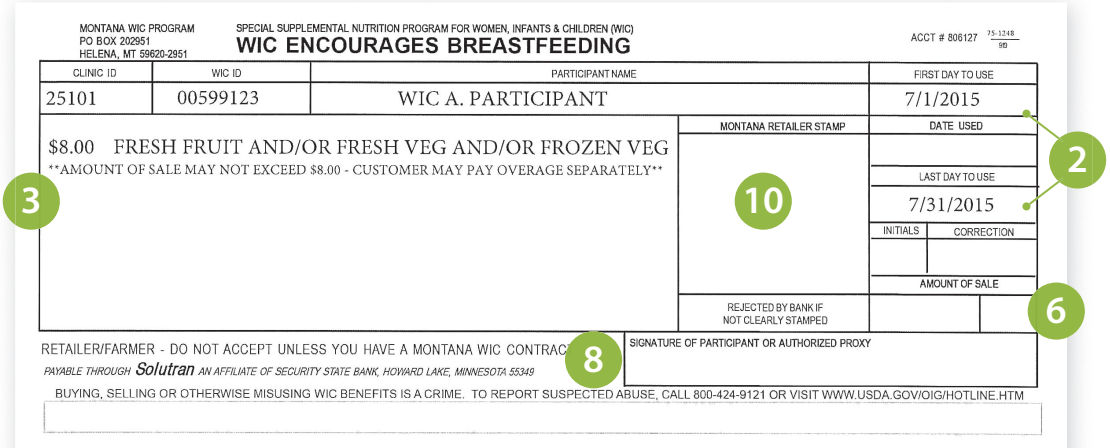
PAYABLE THROUGH **Solutran** *AN AFFILIATE OF SECURITY STATE BANK, HOWARD LAKE, MINNESOTA 55349*

BUYING, SELLING OR OTHERWISE MISUSING WIC BENEFITS IS A CRIME. TO REPORT SUSPECTED ABUSE, CALL 800-424-9121 OR VISIT WWW.USDA.GOV/OIG/HOTLINE.HTM

Follow these steps:

1) Ask for the WIC Program Booklet, check the name and hold on to it (you will need it later to check the signature). Do not proceed without it!
2) Check the dates in the "First Day to Use" and "Last Day to Use" boxes. Do not accept the benefit before or after these dates. Fill in the current date on the benefit.
3) Verify the customer's food in the order listed on the benefit. Use the WIC Program Booklet as a guide.
4) If something is missing, ask the customer ant if they wish to purchase the item before totaling the benefit.
5) Say "Yes" to coupons, specials and store discount cards, "No" to IOU's, rain checks and refunds.
6) Write in the "Amount of Sale" using black ink. If you make a mistake, cross out the incorrect price with a single line, place the new price in the correction box and have the customer initial the change.
7) Have the WIC customer sign the benefit. Compare the signature on the benefit with the signature on the Program Booklet. If the signatures do not match, do not proceed with the transaction. **No WIC Program Booklet = No Sale**
8) Give the WIC customer a receipt and return the WIC Booklet.
9) Before deposit, your bookkeeper will stamp the WIC store ID number on the benefit.

Fruit & Vegetable Benefit Redemption Guide



MONTANA WIC PROGRAM
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HELENA, MT 59620-2951

SPECIAL SUPPLEMENTAL NUTRITION PROGRAM FOR WOMEN, INFANTS & CHILDREN (WIC)

WIC ENCOURAGES BREASTFEEDING

ACCT # 806127 75-124B 9/0

CLINIC ID	WIC ID	PARTICIPANT NAME	FIRST DAY TO USE
25101	00599123	WIC A. PARTICIPANT	7/1/2015

$8.00 FRESH FRUIT AND/OR FRESH VEG AND/OR FROZEN VEG

AMOUNT OF SALE MAY NOT EXCEED $8.00 - CUSTOMER MAY PAY OVERAGE SEPARATELY

MONTANA RETAILER STAMP

DATE USED

LAST DAY TO USE 7/31/2015

INITIALS | CORRECTION

AMOUNT OF SALE

REJECTED BY BANK IF NOT CLEARLY STAMPED

RETAILER/FARMER - DO NOT ACCEPT UNLESS YOU HAVE A MONTANA WIC CONTRAC

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Follow these steps:

1) Ask for the WIC Program Booklet, check the name and hold on to it (you will need it later to check the signature). Do not proceed without it!

2) Check the dates in the "First Day to Use" and "Last Day to Use" boxes. Do not accept the benefit before or after these dates. Fill in the current date on the benefit.

3) Verify that all foods are approved fruits or vegetables. Use the WIC Program Booklet as a guide.

4) Multiple Fruit & Vegetable Benefits may be used in one transaction.

5) Say "Yes" to coupons, specials and store discount cards, "No" to IOU's, rain checks and refunds.

6) Write in the "Amount of Sale" using black ink and make sure it does not exceed the maximum value printed on the benefit. If you make a mistake, cross out the incorrect price with a single line, place the new price in the correction box and have the participant initial the change.

7) If the "Amount of Sale" exceeds the maximum value of the benefit, the WIC customer may pay the difference with another form of payment. Only write the maximum benefit amount or lower as the amount of sale. If the customer does not want to pay the amount over, help them remove items from the transaction.

8) Have the WIC customer sign the benefit. Compare the signature on the benefit with the signature on the Program Booklet. If the signatures do not match, do not proceed with the transaction. **No WIC Program Booklet = No Sale**

9) Give the WIC customer a receipt and return the WIC Program Booklet.

10) Before deposit, your bookkeeper will stamp the WIC store ID number on the benefit.

Redemption Tips & Reminders

- ✓ Ask the WIC customer to separate WIC transactions by benefit.
- ✓ Use the foods listed on the benefit as a check list and scan them in the order that they appear.
- ✓ Always refer to the approved food pages of the food list to determine if a product is WIC approved.
- ✓ Substitutions are not allowed. Only the specific items listed on the benefit and the food pages of the food list may be purchased with WIC benefits.
- ✓ Rain checks or IOU's for out of stock items may not be issued. If your store is out of an item, the WIC customer may choose to go to another store or not purchase the item.
- ✓ Container types may change, but be sure the product inside is the same. If the product used to be sold in boxes and is now sold in bags, it is acceptable as long as the product is the same.
- ✓ Always use black ink on WIC benefits.
- ✓ Use of the "WIC Approved Item" shelf tags helps WIC customers find approved items.
- ✓ Always compare the signature on the benefit with the signature in the participant booklet. Completing this step will ensure that you never have a benefit with a missing signature.
- ✓ Treat WIC customers with the same services and courtesies as non-WIC customers.

WIC Benefit Processing – Accounting Office

It is recommended that the bookkeeper review redeemed food benefits for errors prior to bank deposit.

Please ensure that:

- The Date Used and Amount of Purchase are written clearly and correctly on the benefit.
- The WIC benefit is signed by the WIC customer using black ink.
- The retailer number is stamped clearly on the benefit in the appropriate box. Use black ink on the retailer stamp.

The following errors can be corrected before deposit:

- If the **purchase price is missing**, view a copy of the electronic transaction or a copy of the receipt to determine the correct total and write the total on the benefit. Deposit to bank.
- If the purchase price is **unclear or not legible**, use black ink to correct the price. To make a correction that is equal to or less than the original amount, place a single line through the price and write the corrected price in the correction box and initial the change. Deposit to the bank.
- If a mistake is made or a food item is added during the transaction and the **adjusted price is higher** than the original price, submit the benefit and a copy of the transaction receipt to the State WIC Office for review and approval **before** depositing the benefit to the bank.

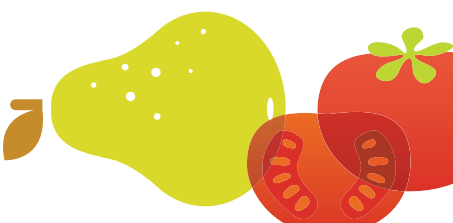
- If the WIC customer **signature is missing**, call the Local WIC Clinic and request that ***they*** contact the customer and have them return to the store to sign the benefit. Document this contact with the "Missing Signature" form (Retailer Reference Manual). After the customer comes in and signs the benefit, deposit to the bank. If the customert does not return to the store within ten days, submit the benefit and documentation to the State WIC office for review. **Benefits deposited without a signature will be rejected and are not eligible for review.**

After reviewing the WIC benefit and correcting any errors that you find, deposit the WIC benefits to your bank within 60 days of the First Day to Use.

There may be times when WIC benefits are returned to the store by the bank due to errors. The returned WIC benefits have not been paid through the banking system. Rejected WIC benefits may be sent to the State WIC Office to be considered for payment. Submitting benefits for review does not guarantee that they will be approved and payment may be adjusted.

Returned WIC benefit reasons that will be considered for review include:

- Over Max $
- Altered $ Amount



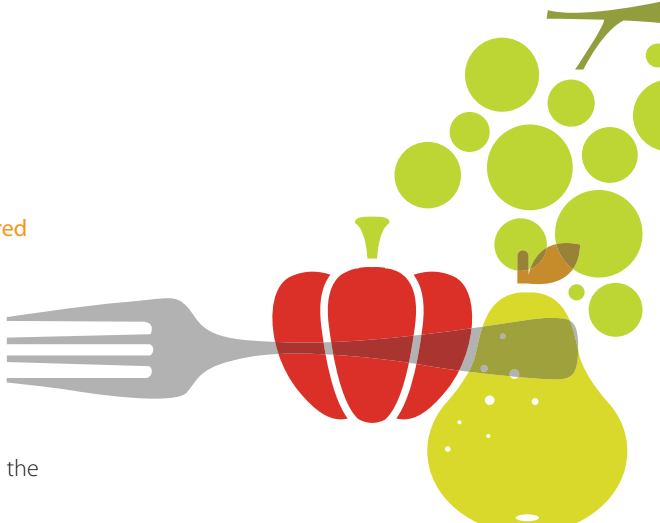
Returned WIC benefits reasons that you can fix and directly re-deposit to your bank include:

- Missing Stamp
- Illegible Stamp

Returned WIC benefit reasons that will not be considered for review, approval or reimbursement include:

- Missing Signature
- Early Cashing
- Late Cashing
- Purchase Price Missing

Refer to the Retailer Reference Manual for details and call the State WIC Office with redemption questions at 1-800-433-4298.



Redeeming Benefits for Infant Formula

- The WIC benefit specifically lists the quantity, size, form and type of formula that may be purchased.
  - ✓ **Quantity** is listed in the left hand column on the benefit.
  - ✓ **Size** describes the exact size to be purchased.
  - ✓ **Form** is listed as powdered, concentrate or ready-to-feed. When description space is tight, these may be shortened to pwdr, conc, or rtf.
  - ✓ **Type** describes the name of the formula to be purchased.
- **No substitutions in size, form or type may be made at the store.** If a WIC customer wishes to purchase something other than what is listed on the benefit, they need to take the benefit back to the WIC clinic and have it reprinted. They may purchase less formula than listed.
- If a retailer has been granted an exemption for infant formula, the retailer must be able to supply the infant formula if a request is received from a WIC customer.
- Retailers are not allowed to knowingly exchange returned infant formula for a different size, form or type if it can be established that the formula was purchased with a WIC benefit. If the retailer can identify that the infant formula was originally purchased with WIC benefits (receipt or other means), then the retailer should politely instruct the customer to return the unused cans of infant formula to the WIC clinic.
- Infant formula found to be "defective" may be exchanged for the same size, form and type of formula originally purchased.

Redeeming Benefits for Pediasure

- The WIC benefit lists the quantity, size and type of Pediasure that may be purchased.
  - ✓ **Quantity** is listed in the left hand column on the benefit and refers to single bottles.
  - ✓ **Size** describes the exact size of individual bottles to be purchased.
  - ✓ **Type** describes the kind of Pediasure to be purchased – Pediasure or Pediasure with Fiber.
- Pediasure is typically stocked in packages of 4 or 6 bottles which are 8 ounces in size. The WIC benefit may list a number of bottles that cannot be divided by 4 or 6. If this happens, provide as close to the total number of bottles listed on the benefit as possible – without going over the total quantity listed and without breaking the packages up. WIC participants will be receiving less of the item than listed on the benefit, but they may contact their local WIC clinic for assistance with the balance.

Retailer Responsibilities

1. Comply with requirements specified in the Retailer Memorandum of Understanding and the Retailer Reference Manual.
2. Purchase infant formula from the Approved List of Infant Formula Wholesalers/Distributors/Retailers/Manufacturers only.
3. Accept and process WIC benefits only within the confines of the store.
4. Ensure that a minimum stock of WIC foods with future expiration dates is on the shelves at all times.
5. Post the "We Accept WIC" door decal in a highly visible location on or near entrances to the store.
6. Assure that WIC participants purchase only WIC approved foods as listed on the benefit and the approved foods section of the WIC Program Booklet.
7. Give all WIC customers the same services and courtesies as non-WIC customers.
8. Accept properly redeemed WIC benefits within the time period printed on the benefit.
9. No money can be exchanged, either giving change to the WIC customer or requiring money to be paid for redemption of a WIC benefit.
10. At least one key employee is to attend and complete all required training. That employee is then responsible to train all store employees on WIC procedures and distribute WIC materials.

11. Train all store staff on WIC policy and benefit redemption procedures.
12. Keep the current WIC Program Booklet at each cash register.
13. Submit timely, accurate Price Surveys of listed foods as requested by the Montana WIC Program.
14. Cooperate with WIC officials when the store is being evaluated or monitored.
15. Notify the State Office in writing at least thirty (30) days in advance of when the store ceases operation, changes ownership, name, or location. In these instances, except for a name change and/or close proximity location change, the Montana WIC Program shall terminate the retailer MOU.
16. Compliance with the retailer selection criteria must be maintained throughout the MOU period, including any changes to the criteria.
17. Retailers may use shelf talkers or channel strips using the service mark or the WIC logo to identify WIC approved products, including channel strips or shelf talkers provided by manufacturers if they have been submitted to the State office and received approval, or have been issued by the Montana WIC Program.
18. Authorized retailers and manufacturer contractors may not apply stickers, tags, or labels having the service marks to WIC approved products.

Montana WIC Program - Retailer Program Booklet July 2015
1-800-433-4298

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